

NEWS

AUSTRALIAN NEWS

CEO update

The Board and staff of the Continence Foundation of Australia would like to welcome our new CEO, Dr Gian Sberna.

With over 20 years of management experience across healthcare, the not-for-profit sector, medical research, higher education and ASX-listed companies, Dr Sberna's rich business acumen has seen him in high-level executive positions including Head, Office of Cancer Research at The Peter MacCallum Cancer Centre and Head of Operations at the Murdoch Children's Research Institute.

Prior to commencing his role at the Continence Foundation of Australia, Dr Sberna was CEO of the Australian and New Zealand Intensive Care Society, guiding the society through the height of the pandemic, establishing a trusted partner role with all levels of government and presenting pandemic preparedness data and advice to the Chief Medical Officer of Australia.

Dr Sberna is also a member of the Australian Institute of Company Directors and has extensive experience as a non-executive director and board chair. The Foundation is excited to commence a new chapter with Dr Sberna.

National Consumer Survey

The Continence Foundation of Australia recently released the 2023 National Consumer Survey Analysis, highlighting the community's perceptions and experience of incontinence, the quality of life and wellbeing of people who experience incontinence and their carers. Approximately 2,000 people participated in the survey, broadly representing the Australian population in terms of age, gender and geography.

Some key insights from the survey include:

- **Prevalence of Incontinence:** 39% of respondents reported currently having or having had incontinence in the past. Among them, 24.2% were females and 14.8% were males.
- **Awareness and Acceptance:** Over 60% of respondents say they have become more aware of incontinence and are more accepting of people who have it.
- **Ease of Experience:** Among respondents, 40% reported that over the past 12 months, their experience of incontinence has become easier, while 15% said it has become harder.
- **Positive Communication:** 64% of respondents said that talking with their friends and family about their experience with incontinence was the most positive aspect.

World Continence Week 2024

Running from 17-23 June, World Continence Week is an annual initiative to raise awareness about incontinence and where to seek support. This year, the Continence Foundation of Australia will be promoting the theme 'Let's Talk'.

In line with this theme, the Foundation will be launching a nationwide, multichannel campaign including social media, downloadable media kit, digital advertising and public relations, in order to raise awareness of incontinence amongst the general public.

The Foundation will also be releasing a very special edition of the Bridge Magazine, with a theme of having the will to seek assistance and support for incontinence issues. The interviews conducted so far have revealed strong messages about the importance of feeling at ease to discuss health matters. Only in this way, can people be better equipped to better manage their incontinence.

Gian Sberna

CEO, Continence Foundation of Australia